

Message Text

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PAGE 01 STATE 099376

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TO AMEMBASSY BRASILIA

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

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E.O. 11652: N.A.

TAGS: BEXP, AFSP

SUBJECT: FY 1977 BRAZIL COUNTRY COMMERCIAL PROGRAM

REF: BRASILIA 752

1. STATE AND COMMERCE ARE IN THE PROCESS OF REVIEWING THE DRAFT FY 1977 COUNTRY COMMERCIAL PROGRAM FOR BRAZIL, UTILIZING RECOMMENDATIONS OUTLINED IN THE REFTEL. A DRAFT DOCUMENT WILL BE SENT TO THE POST FOR REVIEW IN ADVANCE OF THE ARRIVAL OF REPRESENTATIVES OF THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) WHO WILL ASSIST IN PREPARING FINAL VERSION.

2. AN ESSENTIAL INGREDIENT OF THE CAMPAIGN SECTION IS A LISTING OF SPECIFIC ACTIONS DESIGNED TO ACCOMPLISH CAMPAIGN OBJECTIVES. THE FORMULATION OF THESE ACTIONS GENERALLY REQUIRES A CLOSE FAMILIARITY WITH LOCAL MARKET CONDITIONS AND SHOULD THEREFORE BE ORIGINATED AT POST. WASHINGTON INPUTS CAN THEN BE ADDED ON A SUPPLEMENTAL BASIS. THE POST IS UNCLASSIFIED

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PAGE 02 STATE 099376

THEREFORE REQUESTED TO TRANSMIT SUGGESTED ACTIONS FOR CAM-

PAIGNS ONE, FOUR, AND FIVE --- AS SOON AS POSSIBLE FOR INCLUSION IN THE DRAFT. CAMPAIGNS TWO (HIGH VOLTAGE TRANSMISSION SYSTEMS) AND THREE (AVIONICS) ARE NOT INCLUDED IN OUR REQUEST SINCE WE ARE RECOMMENDING THAT THEY BE SHIFTED TO

THE NON-CAMPAIGN ACTIVITIES SECTION.

3. WCAG AGENCIES ARE ALSO RECOMMENDING THAT THE FOLLOWING THREE CAMPAIGNS BE ADDED:

A. BIOMEDICAL EQUIPMENT - THE NEXT SEVERAL YEARS WILL SEE CONTINUED INCREASES IN SPENDING BY THE GOB FOR CAPITAL IMPROVEMENTS IN THE HEALTH CARE SECTOR. THE QUANTITY AND QUALITY OF SOPHISTICATED APPARATUS NEEDED FOR EXPANDED HEALTH CARE FACILITIES WILL NOT BE AVAILABLE FROM DOMESTIC PRODUCTION.

B. EQUIPMENT AND ENGINEERING SERVICES - THIRD PETROCHEMICAL POLE - THE GOB INTENDS TO SPEND \$1 BILLION TO CONSTRUCT A THIRD PETROCHEMICAL POLE AT RIO GRANDE DO SUL. ALTHOUGH THE CORE UNIT CONTRACT WILL PROBABLY BE AWARDED DURING THE FIRST QUARTER OF CY 1976, THE REMAINING DOWNSTREAM FACILITIES REPRESENT MAJOR OPPORTUNITIES FOR U.S. DESIGN-CONSTRUCTORS, INVESTORS AND EQUIPMENT SUPPLIERS.

C. TRAVEL TO U.S. - BRAZIL HAS THE POTENTIAL TO BECOME A PRIME SUPPLIER OF VISITORS TO THE U.S. THIS CAMPAIGN WILL EMPHASIZE FURTHER DEVELOPMENT AND IMPLEMENTATION OF TRAVEL PROGRAMS INITIATED BY THE VISIT USA COMMITTEE DURING ITS FIRST YEAR OF OPERATION.

THE POST IS REQUESTED TO SUGGEST ACTIONS WHICH MIGHT BE INCORPORATED INTO THESE CAMPAIGNS. SISCO

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